

**Ray|Theil Wealth Management, LLC**  
**Form ADV Part 3 Customer Relationship Summary**

Ray|Theil Wealth Management, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Terms to know:

A broker-dealer is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account.

An investment adviser is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee.

### What investment services and advice can you provide me?

We offer the following services to retail investors:

- **Financial Planning and Consulting Services.** These services include business planning, investments, insurance, retirement, estate planning, tax planning, accounting and tax and cash flow needs. These accounts are reviewed on an “as needed” basis.
- **Investment Management Services.** We manage all or a portion of your assets on a discretionary basis (where we place trades in your account without obtaining your permission on a trade-by-trade basis) and advise other assets on a non-discretionary basis (where we place the trades with your permission and/or recommend trades for you to place directly). While the underlying securities within Investment Management Services accounts are monitored regularly, these accounts are reviewed at least quarterly.
- **Wealth Management Services.** This service combines Financial Planning and Consulting Services with Investment Management Services. These accounts are reviewed at least quarterly.
- **Use of Independent Managers.** We recommend that you authorize the active discretionary management of a portion of their assets by and/or among independent investment managers, based upon your stated investment objectives. Please see each independent manager’s disclosure brochure for information on how often they review your account. We review these accounts at least quarterly.

**For additional information, please see Items 4, 7 and 13 of our Form ADV, 2A Brochure (Part 2A) available at: [https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=615368](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=615368)**

**Conversation Starter.** We encourage you to ask your financial professional:

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

### What fees will I pay?

If you select Investment Management, Wealth Management, or Use of Independent Managers services, we will charge a percentage of your managed assets. It is important to understand that the more assets held in a retail client’s account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. Similarly, we have an incentive to recommend that clients use services that pay us higher fees.

If you select Financial Planning and Consulting services, we will charge an hourly fee based upon the level and scope of the services. In addition to the principal fees and costs listed above, there are other fees and costs related to our investment advisory services

that you will pay directly or indirectly. Examples of the most common additional fees and costs include custodial and brokerage fees, including commissions. Mutual funds and exchange-traded funds also charge management fees, which are separate from the fees assessed by us. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at: [https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=615368](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=615368)

**Conversation Starter.** We encourage you to ask your financial professional:

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

### What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

**Conversation Starter.** We encourage you to ask your financial professional:

- *How might your conflicts of interest affect me, and how will you address them?*

For additional information, please see Items 5 and 11 of our Form ADV, 2A Brochure (Part 2A) available at: [https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=615368](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=615368)

### How do your financial professionals make money?

Our financial professionals are compensated through an agreed upon partnership draws plus a distribution of profits. In theory, a distribution of profits can create conflicts as the financial professional may be incentivized to seek new clients and increase managed assets, rather than service existing accounts.

### Do you or your financial professionals have any legal or disciplinary history?

Neither our firm nor our financial professionals have any legal or disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter.** We encourage you to ask your financial professional:

- *As a financial professional, do you have any disciplinary history? For what type of conduct?*
- *Is he or she a representative of an investment adviser or broker-dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*

### Additional Information

If you would like additional, up-to-date information or a copy of this relationship summary or our Form ADV, Part 2A Brochure, please call (800) 951-8071.